



## DENOTATION, CONNOTATION, AND MYTH THROUGH VERBAL AND NON-VERBAL SIGNS ON REPRESENTATION OF IDENTITY IN THE BIG SIX PREMIERE LEAGUE CLUB LOGOS

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### ABSTRACT

This study investigates the verbal and non-verbal elements within the logos of the "Big Six" Premier League clubs, aiming to uncover their denotative, connotative, and mythological meanings, and how these aspects represent identity. Using a qualitative descriptive approach based on Roland Barthes' semiotic framework, the research draws data from official club websites and documented literature. The analysis reveals that logos embody club identities through denotation, connotation, and myth, reflecting the historical, cultural, and social values associated with the clubs and their respective cities. Key components such as colors, symbols, and text, which are distinctive to each logo, play a significant role. This study contributes to the fields of cultural studies, semiotics, sports branding, and identity representation in visual communication and design. By exploring the semiotic depth of football logos, it bridges cultural semiotics and sports branding, uncovering often-overlooked narratives and enhancing both academic and fan perspectives on logo symbolism.

**Keywords:** *Big Six, Connotation, Denotation, Football, Logos, Premiere League*

### 1. INTRODUCTION

Football is a sport with a rich and long-standing history. Historical records indicate that the game first emerged in China during the Han dynasty around 2,000 years ago, where it was known as "Tsu Chu." Centuries later, football underwent significant evolution during the 1800s when a group of Englishmen established the Football Association. This organization aimed to create and standardize the basic rules of football (Dawes, 2017). The sport then spread globally, driven by the expansion of the British Empire. Today, football has become the most popular sport worldwide, with an estimated 3.5 billion fans (Hartnett, 2024).

As football's popularity has grown, the English Premier League has emerged as the world's most renowned league. Among its 20 competing clubs, six are widely recognized as the "Big Six": Manchester United, Liverpool, Arsenal, Chelsea, Manchester City, and Tottenham Hotspur. These

clubs are distinguished by their consistent success, large fan bases, and strong influence compared to other Premier League teams.

Despite the widespread fascination with football and the English Premier League, many fans lack an understanding of the deeper meaning behind their favorite club's logos. For most, the logo serves as a simple representation of the club's identity, with little awareness of the symbolic, historical, or cultural messages embedded within. This study seeks to address this gap by providing new insights into the symbolic and cultural significance of football club logos, particularly those of the Premier League.

A semiotic analysis of these logos can uncover hidden meanings. Roland Barthes emphasizes that the significance of a sign extends beyond its surface appearance, being shaped by social codes and cultural contexts (Keramitsoglou et al., 2020). The logos of Premier League clubs, for example, often feature symbols deeply tied to

**Vol 8, No 1 (2025): ESTEEM**

England's history and heritage. These logos not only convey the identity of each club but also reflect values and narratives embedded within them.

The focus of this research is the logos of the Big Six clubs, chosen for their prominence and global recognition. As representatives of England's most successful and influential football teams, their logos hold cultural, historical, and social meanings that resonate with fans worldwide. By analyzing these logos, the study aims to help fans understand the deeper symbolism behind their favorite teams. Additionally, while numerous studies have explored culture through semiotics, research specifically examining football culture via club logos remains limited. To support this analysis, the researcher has reviewed previous studies to provide a foundation of findings and materials, ensuring a comprehensive exploration of the symbolic and cultural dimensions of the Big Six logos.

Previous Research by Nadira (2018) titled "*Roland Barthes' Denotation, Connotation, and Myth in the Change of Four Starbucks Logos: A Study of Semiotics*" exploring the semiotic analysis of the evolution of Starbucks logos through the lens of Roland Barthes' concepts of denotation, connotation, and myth. It is a thoughtful examination of how visual symbols communicate meaning and how these meanings can change over time.

Next research proposed by Merlina (2020) titled "*Verbal and Visual Signs of Brand Logo Designs in Some Fast Food's Advertisements: A Semiotic Study*" This research aims to analyze the verbal and non-verbal signs in the design of the brand logos in fast food advertisements, in order to understand the meaning contained in each verbal and visual element. The research used a semiotic approach based on the theories of Charles Sanders Peirce and Ferdinand de Saussure, and supported by Ekman's (2003) concept of emotionality to explore the deeper interpretation of the signs. The conclusion of this study shows that each fast food logo, such as McDonald's, Burger King, Subway, KFC, and Wendy's, has verbal and visual elements that represent certain emotions, such as cheerfulness, freshness, professionalism, and passion. This study recommends further exploration of other brands, such as luxury brands or perfumes, to broaden the

understanding of the influence of marks on logo design

The last previous research conducted by Dhananjaya et al., (2019) titled "*Verbal and Non-Verbal Signs of 'Moana' Movie Poster*" aims to analyze the verbal and non-verbal signs contained in the moana movie posters and the meaning contained in it. The research uses Saussure's semiotics theory, Dyer's verbal and non-verbal sign theory, and Wierzbicka and Eisman's color theory. The results of the analysis show that verbal signs in the poster provide information about the title, release date, movie quality, and actors and actresses. Meanwhile, non-verbal signs include shapes, colors, backgrounds, and activities that reinforce the adventure theme and atmosphere of the film.

These researchs leave some important gaps to be filled. First, the representation of cultural and social identities in logos has not been explored in depth, especially in the context of sports such as football. Second, the relationship between visual elements in logos with local history, social values, and global identity has not received much attention. Third, although Barthes' concept is often applied in various contexts, few studies have used this approach to analyze football club logos. Therefore, this study aims to fill the gap by exploring the meaning of denotation, connotation, and myth in the Big Six Premier League logos. This research makes a distinct contribution by combining Barthes' semiotic analysis and a focus on football logos as representations of cultural and social identity, which has been previously under-explored in the literature.

## 2. LITERATURE REVIEW

### *Semiotics*

Semiotics as a discipline involves the analysis of signs and the study of how sign systems work. The understanding that the sign system has a significant impact is quite easy to accept; however, the awareness of the need to study the sign system is a relatively new phenomenon (Cobley 2001) Meanwhile Thomas Sebeok (1995) argues theoretically that linguistics is only one branch of semiotics, but in practice, semiotics develops from linguistics. Therefore, semiotics is considered a branch of linguistics that focuses on the study of

**Vol 8, No 1 (2025): ESTEEM**

signs, encompassing everything related to signs and their meanings (Fadilah et al., 2023). Semiotics, according to Ferdinand de Saussure in the General Linguistics Course.

***Barthes' Semotics***

Barthes was interested in applying the semiotic approach in analyzing everyday phenomena and especially popular culture, since he believed that objects and events always had meanings beyond their own physical existence; "they are always trapped in a system of representation that adds to their meaning" (Cassell et al (1994). In explaining the potential of semiotics, Barthes went beyond Saussure's concept of semiology and saw it as having the goal of: "...take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects, and the complex associations of all of these, which form the content of ritual, convention or public entertainment: these constitute, if not languages, at least systems of signification." (Barthes, 1967).

***Denotation***

Denotation is the first level of signification that includes the direct or linear relationship between a sign and its reference at this level. According to Barthes (1964), each sign consists of a signifier and a signified. The concept of meaning includes both denotation and connotation. 'Denotation' is often described as the defined, literal, clear, or sensible meaning of a sign. In the context of linguistic signs, denotative meaning refers to what is usually given by a dictionary and is the first level of significance. It describes the literal or obvious meaning of a sign, without including a subjective evaluation. In visual imagery, denotation refers to what everyone can see without being related to their culture, ideology, or society. Barthes stated that the message conveyed by denotation has an analogous nature and is a major part of the signification process.

***Connotation***

Connotation is the second level of signification involving markers, signs, and processes that connect the two (signification), which should occur at the first level in every system Barthes (1964). In Roland Barthes's frame of thought, connotation is a sign that comes from a denotative sign marker, so that the

denotation leads into the chain of connotations. Barthes places great emphasis on connotation, and notes that separating the marker from the marked is not easy (Barthes, 1967). Meanwhile Wilden (1987), explains that the term 'connotation' is used to refer to the socio-cultural and personal (ideological, emotional, etc) associations of a sign. For Wilden, connotation is the hidden meaning behind these socio-cultural and personal associations. We need to identify the first level of significance to clearly understand the signs that reveal these hidden meanings.

***Myth***

According to Barthes (1967) "ideology or "myth" involves the placement of signs for the purpose of expressing and justifying the dominant values of a particular class of society or historical period. Signs not only reveal "themselves", but also represent the various value systems that surround them. As a myth, signs tend to look "natural" and are thought to come from obvious facts (although they are actually always made up and encoded), which indirectly conceals the operation of ideology".

***Verbal and Non-Verbal Signs***

Barthes states that verbal elements, consist of text or words in an advertisement, and non-verbal elements, which include visual aspects such as colors, shapes, and images.

***Representation***

According to Danesi (2004), which states that the brain's capacity to produce and understand signs is called semiosis, while the activity of forming knowledge that all humans have the capacity to do is called representation. Representation can be defined more clearly as the use of signs (images, sounds, and others) to connect, describe, photograph or produce something that is seen, sensed, imagined, or felt in a certain physical form.

In addition Hall (2015) said Representation, in not only producing meaning, but also constructing it. Identity itself is a production that is never finished but is always in a process of change, so it can be said that identity is always constituted within, not outside, representation

**Vol 8, No 1 (2025): ESTEEM**

## Identity

Ting-Toomey (1999) stated identity as the reflected self-concept or self-image that we derive from our family, gender, culture, ethnicity and individual socialization process. Identity essentially refers to a reflective view of ourselves as well as others' perceptions of our self-image. Cultural identity is formed through the cultural structure of a society. Cultural identity is the communication identification of a system of verbal and non-verbal symbolic behaviors that have meaning and that are shared among members of a group who have a sense of belonging and who share common traditions, heritage, language and norms. Cultural identity is a social construction.

**3. METHODS**

This research uses a descriptive qualitative approach to analyze the research subject through collecting, analyzing, and drawing conclusions from the data. According to Creswell & Creswell (2017) qualitative methods rely on text and image data, and have unique steps in data analysis. This approach provides depth in understanding the context, explores the underlying meaning, and places more emphasis on interpretation than statistical generalization (Fraenkel et al., 2014).

The data sources in this study are the logos of football clubs belonging to the "Big Six" Premier League, which are Manchester United, Manchester City, Arsenal, Chelsea, Tottenham Hotspur, and Liverpool. Visual data in the form of these logos are taken from the official website of each club and the Wikipedia site which contains official documentation of these logos. The selection of data sources is in line who states that in qualitative research, the selection of data sources must consider authenticity and relevance to the research objectives (Flick, 2013; Veto Mortini et al., 2023).

Data collection techniques were conducted through two main methods: documentation and desk research. Documentation involved collecting images of the latest logos of each of the Premier League's "Big Six" clubs. Meanwhile, desk research was conducted by collecting supporting information from various sources such as books on Roland Barthes' semiotic theory, scientific journals related to logo



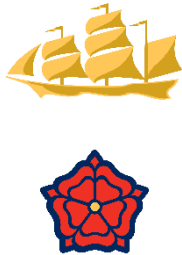




analysis and semiotics, articles and official documents on the history and meaning of club logos, as well as reliable online sources that contain information about clubs and their logos. According to Bowen (2009) documentation analysis is a systematic process of reviewing or evaluating documents, both printed and electronic, that can help researchers understand meaning and develop empirical understanding.

Data analysis was conducted using Roland Barthes' semiotic approach, which includes several systematic stages. First, identifying and classifying the verbal and non-verbal signs contained in each logo. Second, analyzing the denotation meaning to identify the literal meaning of each element in the logo. Third, analyzing connotation meaning to interpret the implicit meaning of each logo element. Fourth, analyzing myths to examine the cultural values and ideologies contained in the logos. Fifth, analyzing identity representation to examine how the logos represent the identity of the club and the city. Finally, drawing conclusions from the results of the analysis to answer the formulation of the research problem. This analysis process follows the framework proposed by Barthes Barthes (1967) on the signification system in semiotics.


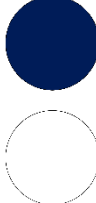




The data that has been analyzed is then presented descriptively to provide an in-depth understanding of the meaning and representation of identity in the logos of the "Big Six" Premier League clubs. As stated by Miles & Huberman, (1994) , the presentation of data in qualitative research must be able to organize information systematically to allow drawing conclusions and taking action.

4. RESULTS AND DISCUSSION

Table 1. Verbal & Non-Verbal Sign on Big Six Premiere League Logos

City	Club	Verbal Sign	Non Verbal Sign	City
		Text	Colour	Symbol
Manchester				
				
London				
				

**DENOTATION, CONNOTATION, AND MYTH THROUGH VERBAL AND NON-VERBAL SIGNS ON REPRESENTATION OF IDENTITY IN THE BIG SIX PREMIERE LEAGUE CLUB LOGOS**

		-		
Liverpool		L.F.C.		

**DISCUSSION**

*Denotative meaning*

**1. Manchester**

a. Manchester United

To make it easier to analyze the semiotics of Roland barthes on the Manchester United logo, the researcher divides it into two signs: verbal and non-verbal. In the verbal sign, the logo contains the words “Manchester United” which directly identifies the club. In non-verbal signs, red is the dominant color, followed by gold as the second color and black as the outline of the logo. The non-verbal symbols that appear include a ship, a demon figure holding a trident, and a ball symbol on the logo's left and right sides.

b. Manchester City

In the denotation of this Manchester City logo, the researcher divides it into verbal and nonverbal signs. In verbal signs, there are the words Manchester city and 1894. Manchester city refers to the club's identity, 1894 is the year of establishment. While in non-verbal signs there is a ship symbol, and there is also a red rose. In addition, the next non-verbal sign is the dominating sky blue color, there is also a navy blue color as a logo outline, besides that there is also a gold color in the ship symbol, and a red color on the rose.

**2. London**

a. Arsenal

In this denotation stage, there is a verbal sign from the text that is written Arsenal, which directly identifies the club. In non-verbal signs, red is the dominant color, followed by white as the color of the text that reads arsenal, there are also gold and navy blue colors. In addition, there is a nonverbal sign of a cannon symbol in the center of the logo

b. Chelsea

In denotation stage, the Chelsea logo contains verbal and non-verbal signs. In the verbal sign, there is ‘Chelsea Football Club’ which points to the name of the club in clear terms. In the non-verbal sign, the dark blue color is dominant in the logo since the club was nicknamed “The Blues”. The main icon that is evident from the logo is that of a lion standing erect with its paw holding a stick. Besides, around the lion, there is something like a circle implying the continuity and integrated nature of the whole image. The logo contains the meaning also flowers and two red roses and two balls.

c. Tottenham Hotspur

In the denotation level, the current Tottenham Hotspur logo does not contain verbal signs, so the entire meaning is focused on non-verbal signs. The main symbol is a rooster standing on a football. in addition, there is a dominant navy blue color in the logo.

### 3. Liverpool

#### a. Liverpool

In the donatation level of the liverpool logos devided into verbal and non-verbal signs there is a verbal sign L.F.C, to represent the club's identity, while the nonverbal sign is a liver bird and there is a dominant red color on the logo.

#### *Connotative meaning*

##### 1. Manchester

###### a. Machester United

The first connotation meaning in this Manchester United logo is in the verbal sign that states the word Manchester United which is used as the identity of the club, then there are non-verbal signs which include colors and symbols. the red color that dominates the logo means passion and courage in line with what Eiseman (2000) said that red is Virtually unignorable. It has an aggressive nature, commanding attention and demanding action. There is also a gold color which can be interpreted as the prestige or glory of the club and the black color as an outline means the firmness of black as an outline also serves to emphasize the club logo. The central ship, an enduring Manchester Ship Canal representation, manifests the city's industrial strength and steadfast spirit; also a beacon for the Theatre of Dreams (Sandu 2024). Then there is the figure of the red devil carrying a trident symbolizing toughness and an intimidating spirit (Logos-World, 2024). The last is the ball on the left and right sides which symbolizes the identity of the football club.

###### b. Manchester City

The connotative meaning of the Manchester City logo is reflected through verbal and non-verbal signs. In the verbal marks, the name "Manchester City" emphasizes the club's identity, while the number "1894" shows the club's long history and tradition that has lasted more than a century. The non-verbal mark is dominated by the color sky blue which symbolizes the club's brilliance and ambition to reach the top, true to their nickname "The Citizens". The navy blue of the outline reflects depth and strength, while the gold color of the ship symbol signifies prestige and success. The red of the rose symbolizes passion and courage. The ship symbol depicts Manchester's maritime industrial heritage and the city's hardworking spirit, while the red Lancashire

rose is a symbol of regional pride that shows the club's strong connection to local identity. The three curved strips above depict the River Irwell that flows through Manchester, emphasizing the river's importance in the city's history of industrialization. The overall circular and unified design reflects the unity between the club, the fans, and the city of Manchester, as well as the club's vision to continue to grow while respecting its historical roots.

##### 2. London

###### a. Arsenal

The connotative meaning of the Chelsea logo is reflected through various symbol-rich elements. In the verbal sign, the words "Chelsea Football Club" not only indicate the club's identity, but also emphasize their status as an established football institution. The non-verbal mark is dominated by a deep blue color that symbolizes elegance and nobility, in accordance with the club's location in the elite area of London and their nickname "The Blues". The symbol of a lion standing tall with a staff represents courage, strength and dominance, reflecting the club's ambition to always be at the top. The staff held by the lion symbolizes authority and control. The red rose surrounding the logo is the national symbol of England, showing pride in English identity. The two balls in the logo emphasize their identity as a football club while illustrating the club's long tradition in the sport. The circular design of the logo reflects unity and sustainability, showing the club's commitment to constantly evolve while maintaining its traditional values.

###### b. Chelsea

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**Vol 8, No 1 (2025): ESTEEM**

club while illustrating the club's long tradition in the sport. The circular design of the logo reflects unity and sustainability, showing the club's commitment to constantly evolve while maintaining its traditional values.

c. Tottenham Hotspur

The connotative meaning of the Tottenham Hotspur logo can be seen from the dominant non-verbal signs, given the absence of verbal signs in the current logo. The dominating navy blue color symbolizes the club's elegance and strong tradition as one of the oldest clubs in London. The main symbol of the rooster standing on the ball has a deep meaning - the rooster is known as the 'fighting cock' which symbolizes courage and fighting spirit, while also referring to the history of Harry Hotspur, a 14th century knight known for his brave and fighting character. The rooster stands proudly on top of the football ball, emphasizing dominance and control in the game, while confirming their identity as a football club. The minimalist and modern design of the logo reflects the club's progressive vision, yet retains the club's historical essence through the use of the rooster symbol that has been the club's identity for a long time.

### 3. Liverpool

a. Liverpool

The connotative meaning of the Liverpool logo is reflected through verbal and non-verbal signs that are full of meaning. The verbal sign "L.F.C." (Liverpool Football Club) affirms the club's identity briefly but firmly. The red color that dominates the logo symbolizes spirit, courage, and passion, in accordance with their nickname "The Reds". The main symbol, the Liver Bird, a mythological bird iconic to the city of Liverpool, has a deep meaning as a guardian and symbol of the city's prosperity. The bird was adopted from Liverpool's official coat of arms and shows the close relationship between the club and the city's identity. The Liver Bird is depicted in a forward-facing position, symbolizing the club's forward-looking and progressive outlook. The simple yet powerful design of the logo reflects the club's philosophy of essence and tradition, while demonstrating the club's confidence as one of England's most historic football institutions.

#### *Myth*

#### 1. Manchester

a. Manchester United

The myth in the first Manchester United logo is in the ship symbol, the ship in the Manchester United logo has a very complex depiction related to the city of Manchester, the ship image in the Manchester United City logo refers to the existence of one of the most famous ship canals in England, namely the Manchester ship canal Wibisono (2024). This is why the ship in the Manchester United logo forms a myth that the ship is a form of identity from the city of Manchester.

Next is the red devil symbol, devils have always been perceived as creatures that capable to intimidating humans (Godbey, 1933). It was from this demonic perception that later made Man Utd's coach, Sir Mt Busby, add a red devil symbol to the Manchester United logo (RET. 2022). This is what later formed a myth that Manchester United is a team that is able to intimidate its opponents

b. Manchester City

The ship that is the main symbol reflects the myth of Manchester's industrialization - a city that built its glory through maritime trade and the industrial revolution. It becomes a metaphor for how the club evolved from its working-class community roots into a modern, global institution. The Lancashire rose in the logo represents the myth of the historical rivalry between Lancashire and Yorkshire (War of the Roses), which is still manifested in the football rivalry between the cities. The dominant sky blue color has created a new myth of the "blue revolution" since the Abu Dhabi ownership era, symbolizing a new era of prosperity and dominance in English football. The logo symbolizes the fusion of Manchester's industrial tradition with the club's global ambitions in the modern era, creating a narrative of how a club can retain its local identity while transforming into a world football power.

### 2. London

a. Arsenal

The cannon not only reflects the history of the club that was founded by gun factory workers in Woolwich, but also represents struggle, fighting power and strength. Arsenal's transformation from an arms factory to one of the world's leading football clubs creates a myth of change, ambition and the courage to dream big. In addition, the dominant red color symbolizes pride and passion, while gold



**Vol 8, No 1 (2025): ESTEEM**

reflects glory, navy blue professionalism, and white purity. This combination of elements builds a myth of pride and loyalty for its supporters

b. Chelsea

The myth of the Chelsea logo reflects the club's transformation from a local institution to a global football powerhouse. The standing lion that is the main symbol represents the myth of British royalty and nobility, reflecting the club's location in the elite London area and the club's aspiration to become the “king” of football. The deep blue color has created the legendary “Blues” identity, symbolizing the club's elegance and prestige. The red rose in the logo refers to the mythical Tudor Rose, a symbol of peace after the War of the Roses, which has now become a metaphor for the union between English tradition and the club's global vision, especially since the Roman Abramovich era brought about a major transformation. The circular design creates a narrative of a continuous cycle of success, illustrating how Chelsea continues to maintain its prestige while adapting to the modern demands of football.

c. Tottenham Hotspur

The myth in the Tottenham Hotspur logo centers on the rooster symbol that symbolizes the fighting spirit. It refers to the myth of Harry Hotspur, the legendary 14th-century knight famous for his bravery in battle and the inspiration for the club's name. The 'fighting cock' in the logo creates a narrative of a club that is always ready to fight even if it is not the favorite, reflecting the persistent underdog mentality. The navy blue color creates a myth of nobility and tradition, contrasting with city rivals Arsenal who are synonymous with red. The modern minimalist design with no verbal markings shows the club's transformation away from traditional verbal aspects but retains the historical essence through the rooster symbol, creating a narrative of a club adapting to the modern era while maintaining its historical heritage.

### 3. Liverpool

a. Liverpool

Liverpool's logo retains the Liverbird symbol, which remains a central element and historical icon of the city. In a mythical context, the Liverbird not only represents the city's identity, but also reinforces the club's image as a guardian of community spirit and tradition. The bird symbolizes resilience, progress and hope, reflecting the close relationship between the club and its people.

#### *Representation of Identity*

##### 1. Manchester

The logos of Manchester United and Manchester City prominently feature ship symbols, reflecting the historical significance of the Manchester Ship Canal and the city's industrial heritage. This maritime imagery underscores Manchester's identity as a key industrial center. Despite the rivalry between the two clubs, the shared emphasis on this industrial legacy highlights its central role in defining the city's character. The distinction between the logos lies in their color palettes—United's red signifies the city's passionate and dynamic spirit, while City's sky blue conveys its modern and forward-looking identity. Together, these logos encapsulate Manchester's dual identity as a historic industrial hub and a vibrant, progressive metropolis.

##### 2. London

The logos of Arsenal, Chelsea, and Tottenham encapsulate distinct facets of London's rich and multifaceted identity. Arsenal's cannon symbolizes the city's military history and industrial roots, particularly tied to the Woolwich area. Chelsea's lion represents London's royal and aristocratic heritage, aligning with the club's location in an affluent district. Tottenham's cockerel reflects the city's enduring fighting spirit and resilience. Together, these logos highlight London's diverse identity, encompassing military, royal, and working-class traditions. Their varied designs reflect London's character as a multicultural metropolis where local identities thrive within a unified larger framework.

##### 3. Liverpool

Liverpool's logo, featuring the iconic Liver Bird, embodies the city's rich maritime heritage and mythological roots. As a symbol of Liverpool itself, the Liver Bird signifies the city's deep sense of local identity and pride. Its simple yet impactful design

**Vol 8, No 1 (2025): ESTEEM**

mirrors Liverpool's straightforward and pragmatic character. The red color scheme symbolizes the passion and energy that define the city's cultural and sporting spirit. Overall, the logo captures Liverpool's essence as a proud, historic port city with strong community connections and a deep respect for local traditions.

**5. CONCLUSION**

This research concludes that the logos of the Premier League's "Big Six" clubs carry profound meanings, reflecting each club's identity, history, and values, as well as the cultural heritage of their respective cities. Using Roland Barthes' semiotic framework, the study reveals that denotative elements such as colors, symbols, and text identify the clubs, while connotative meanings highlight deeper values like courage, tradition, and ambition. Mythologically, the logos encapsulate broader cultural narratives, connecting the clubs to their cities' histories, traditions, and transformations. The findings underscore the significant role these logos play in fostering collective identity at both the club and city levels, bridging tradition and modernity. This highlights the dual nature of football clubs as sports organizations and cultural symbols. Future research is recommended to expand the scope beyond the "Big Six" to include smaller clubs and leagues, exploring diverse cultural narratives. Additionally, comparative studies across international leagues could deepen understanding of football logos' role in global cultural representation.

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## Vol 8, No 1 (2025): ESTEEM

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